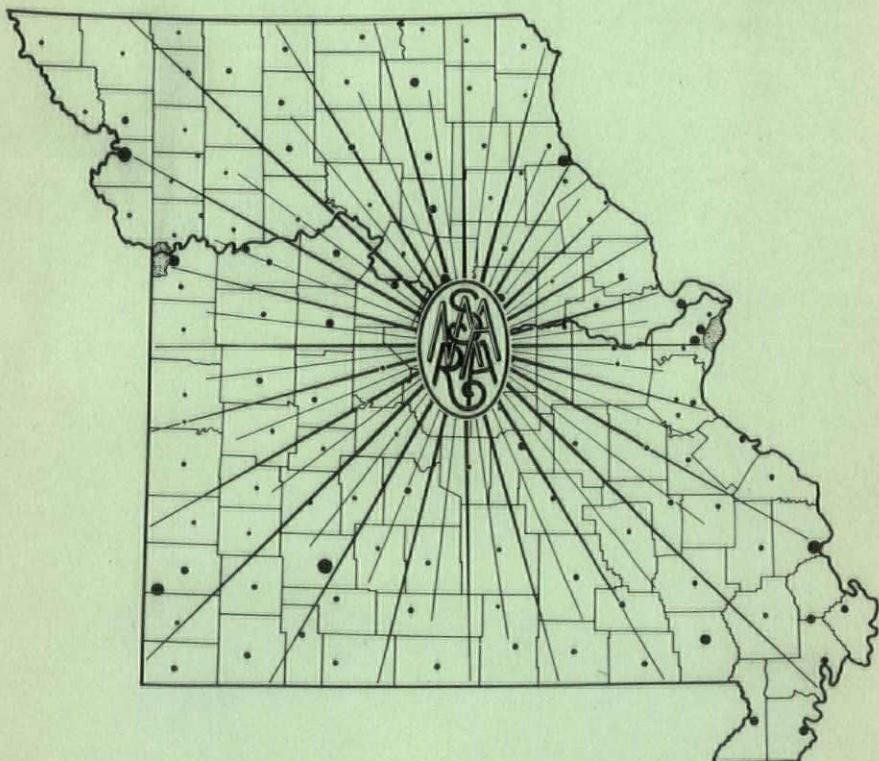


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# The MISSOURI REGISTERED ARCHITECT



OFFICIAL JOURNAL OF THE  
MISSOURI STATE ASSOCIATION  
OF REGISTERED ARCHITECTS

APRIL 1954

VOLUME 2  
NUMBER 2

# *The* MISSOURI ARCHITECT

OFFICIAL JOURNAL OF  
THE MISSOURI STATE ASSOCIATION  
OF REGISTERED ARCHITECTS

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# *The* MISSOURI ARCHITECT

VOLUME 2

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## *A Message from the President*

At this time I again wish to urge all of you to make a special personal effort to plan on attending ARCHITECT'S DAY in Jefferson City on May 8th.

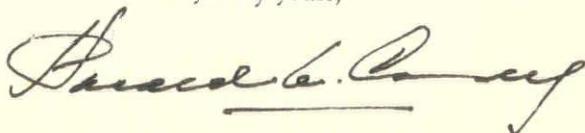
Last year when we initiated this occasion, it was established as an annual affair, and each time it will be our aim to bring you a program for the afternoon seminar geared around one of the current problems of mutual interest and an evening program specifically pertaining to our profession. We feel that this year we have an outstanding array of talent along both lines. Lieutenant Governor James T. Blair, Jr., will deliver a short talk at the noon luncheon; the afternoon seminar is divided into two parts—the first half consists of a talk by Mr. Rex Whitten, Chief Engineer of the Highway Department, who will discuss the 10-year Missouri Road Program. He will be followed by Hari Van Hoefen, who will discuss the activities and procedures of your Registration Board.

There will be a cocktail hour from 6:00 to 7:00 P.M. at the Missouri Hotel. This will be followed by a dinner from 7:00 to 9:00 P.M. The principal speaker for this occasion will be Mr. Philip Johnson, Director of the Museum of Modern Art, New York City. Elsewhere in this publication you may read of the full accomplishments of Mr. Johnson, but those of us who heard him at the A.I.A. district conference in Des Moines last fall wish to assure you that he is terrific. If you fail to attend all of the meetings, you will definitely be the loser.

At the present time, we have approximately 450 members on our rolls, which includes a number of new registrants. I wish to urge all of you to give your support to your profession and mark this date on your calendar immediately. I wish to especially invite the Architects-In-Training—we need your help, and we believe we have something very fine to offer you on this occasion.

Elsewhere in this publication you will find a tear-sheet relative to your reservation blank for OUR BIG DAY. You will also be individually contacted by mail. Please—without fail—fill in and mail this tear-sheet immediately.

Very truly yours,



A total of three meetings held in Jefferson City on the 20th of March last, may set something of a record in the professional column, or at least a precedent.

The Missouri State Association of Registered Architects met at the Missouri Hotel at 9:30 A.M., following a preliminary meeting of some of the various committee members at 9:00 A.M. Most of the meeting was devoted to the implementing of the annual "Architects' Day" meeting to be held in Jefferson City at the Missouri Hotel on Saturday, May 8. Dave Clark, Program Chairman for this meeting, submitted his very fine program for this second Annual Meeting, and after considerable discussion, decisions were reached and you will find a complete program, as adopted, elsewhere in this issue. We urge you to remove the tear sheet also to be found in this issue, carefully fill it in and send it to Dave Clark. The address is given on the tear sheet, and we hope you will splurge for the "works" for both you and your wife, or your girl friend. We also urge the attendance of all those Architects-in-Training who are able to attend. We think it will be of much value for our future architects to take part in these meetings and we welcome you to our meetings at all times, particularly to this meeting.

It was also agreed that all officers and directors and their wives would meet at the Missouri Hotel on Friday evening on or before 7:30 P.M., for a dinner meeting, followed by a meeting of the directors.

The following nominating committee was appointed: Ben Applegate, Glen Drew, and Truman Martinie. This committee to nominate two directors to replace Ben Applegate and L. O. Willis, whose terms expire in April, 1954.

The State Association meeting adjourned at 11:00 A.M. and was immediately followed by a joint meeting of the Association officers and directors with Executive Committee of The Missouri Society of Professional Engineers at the same location at 11:00 A.M.

A very good meeting resulted with this group and many matters of interest to both societies were discussed.

The close relationship between the two groups, particularly with the Structural, Electrical, and Mechanical members of the Engineering Section, should result in the best of relations between these two professional bodies.

This meeting was followed by The Missouri Society of Professional Engineers cordial invitation to partake of a fine luncheon with them. Naturally, it was accepted (you know how architects love this sort of engagement) and the resulting hour further cemented the good fellowship enjoyed by these two professional societies.

Immediately after luncheon, a meeting of the National Association of Registered Architects was called to order. Minutes of the preceding meeting of February 20 were discussed and the resolutions read therefrom were adopted as a nucleus and basis for the by-laws of this Association.

A membership campaign was implemented by sending letters to a selected list of people in the surrounding eight (8) states adjacent to Missouri, followed by letters to selected groups in all the other states and territories, until all had received up to about twenty (20) letters. These letters to be sent within a period of about twenty (20) days after the prospectus had been completed and accepted by the directors and officers of this Association.

Application blanks will be included in these mailings and it is believed many members will join soon. This group is interested in a campaign of interest to every architect on the American continents, and the dissemination of information that will be of value in the practice of your profession, much greater than the nominal yearly dues which has been set at \$15.00 will include the "National Registered Architect," the official journal of what we hope will be the largest group of professional, practicing architects in this country. In no way will this association be competitive with the profession's honor society, and the second oldest professional group in the United States, The American Institute of Architects. This society has been outstanding in its fine work with the members of this profession who are qualified for membership. An aside to

all readers, is the hope that all of you who have the honor to be members of this great organization will be at the Centennial meeting in Washington in 1957.

It is planned, also, to place advertising in all the architectural publications, soliciting memberships in the National Association of Registered Architects, together with an application blank which could be clipped, filled in and returned with a check for the annual dues. When the purposes and planned services to the profession are realized, and the practicing architect sees the benefits he will receive from his membership in this organization, it is sure to result in a large membership in a registration level society.

The meeting of the National Association of Registered Architects adjourned at about 2:35 P.M.

Kansas University had a very fine architects' conference on March 2nd. It was well attended by Kansas and Missouri architects and had a very interesting program. Our friend, George Beal, was chairman of the opening session, with John L. Reid, San Francisco, as keynote speaker. His subject, "Design in School." Afternoon chairman was Glen Benedick of Wichita, and another good friend, H. K. Shideler, was the speaker. His subject was "Construction at the Base." Past Kansas City Chapter President, I. L. Roark, was evening chairman, and Mark Bills, Superintendent of Schools, Kansas City, was speaker. His subject was "Administration and Programming Color Film." The session continued through Wednesday, with Dean Frank Stockton (U. of Kansas) as chairman, with Don T. Walters as

speaker. Mr. Walters, of Kansas University, chose "Color for Education" as his subject for the morning meeting. Oscar S. Ekdahl of Topeka was afternoon chairman, acting as moderator for a panel of speakers in open discussion. A luncheon closed the program with our Vice-President Shaughnessy as chairman, and introducing another good friend, Douglas Haskell, editor of the Forum and House and Home as speaker with a summary, a review and a look ahead. Must have been a grand program. Sorry ye printer's devil had to miss it!

The University of Missouri plans a conference on the 12th and 13th of April (just as we go to press), which we hope will be well attended. A very comprehensive program of all sorts and conditions of air conditioning planning, specifications and installations. It will also take up the topics of different systems such as self contained units, year round systems, estimating loads, motors, cooling towers, condensers, electric and pneumatic controls, and the very necessary field of selling and public relations in connection with air conditioning. This two-day conference will be covered in a more detailed report which will reach you before you will have received this issue of the "Missouri Architect." The conference will be presented by the mechanical engineering department, College of Engineering, University of Missouri. We hope this conference giving you "down to earth" vital facts on air conditioning will be well attended. The list of speakers reads like a "Who's Who" in the field of air conditioning, and the modest registration fee includes two meals.

Your advertisement HERE will look much better than what you are now reading, and will reach many people who are not now receiving your message; which to you is important. The rates are moderate and the results significant. Contact any member of the Missouri State Association of Registered Architects, for space in this publication, or to Editor, at 210 Westover Bldg., Kansas City 9, Mo.



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# SECOND ANNUAL "ARCHITECTS DAY"

On May 8, 1954, the second annual "Architects' Day" will be held in the Missouri Hotel. Below you will find a complete program of the day's activities. Below you will find a "tear sheet" which you may remove from this Journal, fill in and return with a check for all the events which you and your wives plan to attend. Lest confusion result at the last moment, we suggest an early response to Chairman Dave Clark.

## PROGRAM

9:00-10:00 A.M. Registration on the top floor of the Jefferson Bldg. (New State Office Bldg.). Registration fee for Members \$1.50, which includes the cocktail party. Luncheon tickets at \$2.75 and dinner tickets at \$3.75 may be purchased here.

10:00-12:00 A.M. Annual Business Meeting; top floor of the Jefferson Bldg.

12:15-1:45 P.M. Luncheon in Missouri Hotel Ballroom. Speaker, Lieut. Governor James T. Blair, Jr.

2:00-3:00 P.M. Missouri Hotel Ballroom. Mr. Rex Whitten, Chief Engineer of the State Highway Dept., will describe the ten-year program for the

development of Missouri roads and highways.

3:00-4:30 P.M. Missouri Hotel Ballroom. Mr. Hari Van Hoefen, Chairman of the Architectural Division of the Registration Board for Architects and Professional Engineers, will discuss various activities of the Board.

6:00-7:00 P.M. Cocktail Hour in Missouri Hotel Ballroom.

7:00-9:00 P.M. Dinner, Missouri Hotel Ballroom. Principal Speaker, Mr. Phillip C. Johnson, Director Department of Architecture and Design Museum of Modern Art, New York City. A photograph and resume of Mr. Johnson's activities appears on another page in this issue.

No special activities have been planned for the ladies. Since this is only a one-day meeting and with a luncheon, cocktail hour, and dinner engagement to fill, we rest assured that they will find something to do—if they can find time, to amuse themselves.

All who plan to come to Jefferson City for the dinner and Directors' Meeting on May 7 (Friday evening), should make their own reservations in advance.

---

## "TEAR SHEET FOR RESERVATIONS FOR EVENTS"

Dear Dave: Here's a filled-in form for the events the Missus and I plan to attend and a check for the amount, duly signed by me. I'll pick up the tickets at the Jefferson Building Saturday morning, May 8, at 9:00 A.M.\*

Registration \$1.50  Luncheon \$2.75 One-Two  Dinner \$3.75 One-Two   
Total amount of check enclosed \$ ..... (Architects read and write and, presumably, can count up to the amount shown).

Shucks! If this is simpler, the Missus and I will shoot the works  So you'll find enclosed a check for \$14.50 which ought to get me all the trimmings! Ma can't be there, so I'm sending a check for \$8.00 in full for all the events and registration .

Signed (No Aliases Accepted)

\*Dave hopes you won't ask to have the tickets mailed: It's expensive!



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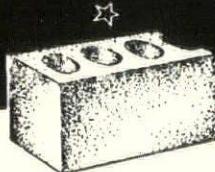
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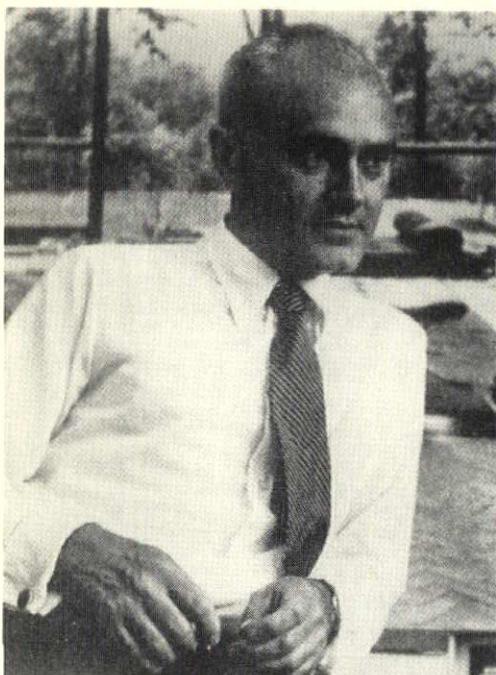
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PHILLIP C. JOHNSON

Mr. Johnson was born in Cleveland, Ohio, in 1906. Following his early education, he was graduated from Harvard, A.B. 1927, B. Arch. 1943, associate member A.I.A., Silver Metal 1950; Architectural League. Director, Department of Architecture and Design, Museum of Modern Art, New York City. Associated with museum since 1932.

Architectural Design: Glass House, New Canaan, Conn.; Rockefeller Guest House, New York; Oneto House, Irvington-on-Hudson. Industrial Design: Lighting Fixtures and Fabrics. Architectural Teaching: Cornell and Yale, Pratt Institute. Publications: *The International Style*; *Architecture since 1922*, by Henry-Russell Hitchcock, Jr., and Phillip C. Johnson, 1932; Miles van der Rohe, New York, Museum of Modern Art, and many others.

Partial list of other distinguished guests: Hubert Wheeler, Commissioner of Department of Education of Missouri; Dr. George C. Wheeler, Director of School Building Service of Missouri; Honorable Phil M. Donnelly, Governor of Missouri; Lieut. Governor James T. Blair, Jr., speaker at luncheon; John M. Dalton, Attorney-General; A. S. McDaniel, State Director of Civil Defense; Joseph G. Majersky, editor, Capital News, Jefferson City, Mo.

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# "AROUND AND ABOUT"

(ye ed's comment)

One of the worst ways of selecting an architect is by inviting several to present sketches. The one who happens to be the best salesman, or who appears with the prettiest pictures (which he may have had someone else prepare) may win the commission. Better architects will not descend to such ways of getting business, just as better lawyers or physicians will not compete for a case on the basis of tentative briefs, or competitive prescriptions.

Our esteemed Independence, Mo., Director, Robert S. Everitt, spoke before the Rotary Club of Boonville, Mo., early in February. It was a luncheon engagement and Bob's subject was "Architecture Today in Terms of the Needs of Tomorrow." Everitt pointed out many shortcomings of planning in "The Horse and Buggy Days" as geared to present-day highway and traffic problems, with salient recommendations for the study and adoption of proper foresight in the planning of shopping centers, urban and housing developments and other phases of planning often neglected. The modernization of existing obsolete structures was also well covered. More power, Bob. We hope to see more of our officers and directors in appearances before such bodies. Bob is also Treasurer of the Kansas City Chapter, A.I.A. and Councilman for the city of Independence, Mo. Bob also serves in several capacities in his town of Independence, Mo., having been co-author of the Independence City Plan and Zoning Ordinance. He is chairman of the Municipal Light Plan body, and has been a Councilman for two terms, one unexpired. Busy man, this fellow!

Hats off to the architectural firm of Russell, Mullgardt, Schwarz and Van Hofen for valuable civic contributions. Their proposal was for the redevelopment of a considerable sector of the downtown area in St. Louis, working with the Plan Commission of St. Louis, which, like many similar departments, "enjoys" a limited budget and planning staff. It is this sort of public cooperation that should certainly estab-

lish the architect as a definite leader in the planning of all civic improvements. In fact, one of the most important means, since his knowledge must encompass many things in this type of project, which often are done by groups not having the broad foundation which the trained architect must have to be a successful practitioner. Aside from the esthetic value of the private contribution, the whole concept of so vast an area, integrated into the present Plaza is worthy in that it is a distinct "raising of the value of the entire locale and surroundings." The function of such planning is of much value to any urban center, and the entire citizenry of St. Louis should be grateful for the great work done by this noted firm of architects and public-spirited citizens of a great city. The Post-Dispatch carried a very good editorial, commending this group. It is worthy of mention here that the American Institute of Architects is heartily in accord with such participation by architectural firms or groups. It should serve as an inspiration to other civic-minded people.

A timely article by John Root, F.A.I.A., in the March issue of the "Michigan Bulletin"—"National Architect," is recommended for your perusal. Mr. Root says, "Architects should participate in city planning." Mr. Root continues with good and cogent reasons for the inclusion of architects, and the careful planning and coordination which may be expected by their participation in such projects. All Architectural Societies should sponsor and encourage the consultation with architects, by all planning groups or commissions.. The removal of entire areas of blighted business or residential districts should be undertaken if we are to properly enable the growth and cultural advancement of our cities. We note his reference to the architect who served as a technical advisor to a citizens' committee for rehabilitation. This is "public relations" of the best variety. It should be encouraged whenever and whenever possible. Mr. Root is very well known in architectural circles.

We must give credit to Mr. Bernard Tomson, partner in a New York City law firm, who was guest speaker at a St. Louis, Mo., chapter meeting on March 11, 1954. Mr. Tomson is author of a book entitled "Architectural and Engineering Law" (Reinhold Publishing Co.) and of interest to all architects and engineers. Mr. Tomson has also lectured at Pratt Institute, the Massachusetts Institute of Technology, and before regional and state conferences of the American Institute of Architects. He is also author of the column most of us enjoy reading in Progressive Architecture, "It's the Law," and occasional articles in other publications and magazines. We regret that lack of space prevents publication of the resumé of Mr. Tomson's speech in St. Louis. However, the interest of most of our readers will be appreciative of such valuable information from legal standpoints, and we shall make every effort to include this speech in the next issue.

Ralph E. Myers of Kivett and Myers, Kansas City architects, has won the Arnold W. Brunner Scholarship awarded by the New York Chapter A.I.A. for 1954. This award is given to the man with the best idea for a program which will further architecture throughout the world. Ralph has a habit of winning awards, and certainly came up with a splendid one on this subject. Ralph suggested a program of colored slides, with a running commentary on tape recording entitled "Architecture, U.S.A." Ralph is a very industrious person and plans to have the program available in the not too distant future for presentation at chapter meetings, for school groups, public meetings, or any other type of meeting wherein this subject would be informative and useful in the promotion of good architecture. You may rely on a fine coverage of architectural subjects throughout this country, with the sort of comment that will not only explain the slides, but add to the useful work which will come from the presentation of a valuable medium for adding to the stature of the architect in his community.

An interesting forum on Planned Industrial Districts at the University Club in New York City, conducted by Architectural Forum, with editor and publisher, P. I. Prentice and Douglass

Haskell, editorial chairman of the Forum as moderators, was attended by Clarence Kivett as Greater Kansas City representative. The round table discussion was prompted by a present-day trend of industry in moving from more or less traditional locations in central city areas to outlying and suburban districts. Participants included Roland Wank, in addition to Mr. Kivett, as the architectural team, and other members of the group were the President of the Urban Land Institute, a builder, representatives of both trucking and rapid transit lines, and the manager of the industrial loan department of an insurance company. Discussed were these factors:

1. Planning
2. Assurance that intangibles have been fully explored and evaluated
3. Diminished risk through controlled surroundings
4. High resale value due to convertibility factors designed into the building and the stabilized character of the neighborhood
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Many allied subjects were also discussed which space allotments keep us from detailing further. However, this is evidence of the increasing cooperation by architects and others directly concerned in the development of areas formerly done by builders and, too often, those who were primarily seeking a sale of property, without too much directed effort in the proper use and integrating of the district. People are realizing the value of the architect and the industrial engineer in this type of development. Good work, Clarence.

---

## "So, You Want to Build"

The seal of the American Institute of Architects faded from the TV screen and the camera moved into a living room set, pausing long enough to show Mrs. American Housewife sitting on the sofa and looking through a pile of magazines. She glanced restlessly at her husband, seated opposite, reading the evening newspaper. Her problem was one which concerns all women—she wanted a house. She maintained, over her hus-



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band's objection, that they could afford an architect.

So goes the first scene of a 13-week TV series planned by the Dallas, Texas, Chapter, A.I.A., each of 30 minutes running time, and with the lead, a created Dr. Morgan, played by a former radio actor, his wife, by the wife of a Dallas architect (Mrs. Patricia Swank), who also is Executive Secretary to the Dallas Chapter. Their two children, created for added interest, did not appear, but it may be imagined, aided in many planning requirements for discussion in the series. All phases of planning, site, fees, furniture arrangement, and landscaping, were taken up in the series, with the final scene centering around a model of the house which literally was designed during the series. A facsimile of the home was built about a year later by a Dallas developer of residential areas, Angus Wynne. Greater impact undoubtedly was created, and a sustained interest in the series was better coordinated through the actual planning, making of a scale model, and construction of the planned structure which could be seen in its completed, furnished state. Noteworthy is the fact that attendance during the "open house" showing was close to 100,000, which certainly attests the interest in the entire program.

This seems a valuable medium for a better acquaintance with the public as to just what services an architect renders to his client.

Our thanks to Elmo K. Lathrop for a very well put together brochure en-

titled "Fair Practice Proposals," which has many valuable suggestions for better relations by architects, engineers, and general contractors. Mr. Lathrop's views are coherent regarding the encroachment of professions by all the above mentioned groups. It is a well known fact that because of inadequate laws the necessity for controlling the gradual encroachment of one profession into what generally has been regarded as the province of another profession, has become increasingly necessary. This is a similar objective of not only the Missouri Association of Registered Architects but the recently incorporated National Association of Registered Architects. Space requirements prohibit a complete digest of Mr. Lathrop's complete brochure. However, we shall endeavor to print other matter pertaining to this important subject. Mr. Lathrop is a practicing architect in Santa Fe, New Mexico, P.O. Box 2055, and would, we are assured, welcome discussion of the subject with others in the profession. Ye Ed has a very limited number of copies of the brochure which will be sent, while they last, upon request.

"Facts are worthless to a man if he has to keep running to somebody else for advice on how to use them."

—SVEN HALLA

"Formula for Failure: Try to please everybody."—HERBERT BAYARD SWOPE

"Big shots are little shots who kept shooting."—CHRISTOPHER MORLEY

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## National Association

Harold Casey, our President, has had a busy time of it answering many inquiries from various groups connected with the practice of architecture. A vote of confidence and praise for some very worthy replies, stating our objectives and reasons for activating the new National Association of Registered Architects. They were very fine letters, and we believe, have removed some of the uncertainty which some groups had, as to our reason for being. Once the principles and thinking behind the formation of this fine organization become known to the practicing architects of America, we feel sure of the acceptance of this Association on its merits as the one, and we believe, the only organization which can hope to do the things which are fully outlined and are a part of our Charter as a non-profit corporation of Missouri. We will serve the profession of Architecture!

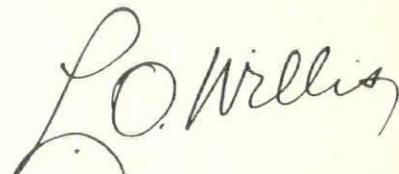
## Missouri Association

Our thanks to all the officers and directors of the Missouri Association of Registered Architects for their unselfish cooperation in attending the meetings and in taking an active part in making the Association a success. If you find a more public spirited group than these, we'd like to know of it. Few meetings have been missed by any of the members who have been entrusted with bringing the Missouri State Association of Registered Architects to the status

of today, as representing a great majority of the practicing architects of Missouri. It is easy to recall when practically all the meetings were brief with little attention paid to some of the more important (we think) matters undertaken today. Particular thanks again are due our good counsel, Senator McCawley, whose efforts in our behalf are hard to keep track of, and without any thought of personal gain. This is again the sort of civic and professional minded attitude that would be of inestimable value to every architect and engineer who is in any way cognizant of his duty, not only as an architect or engineer, but as a citizen interested at all times in what he may do to help his associates, his city or town, and his fellow man.

A brief word of apology for news which is often stale when brought to you in this, a quarterly journal. It is unfortunate that weeks elapse before this comment reaches you, for what it may be worth. It is hoped that we may sometime make a monthly journal out of this nucleus. We should like to remind you to be on the lookout for new advertisers. We need more ads in order to reach you monthly, and your help in securing new customers will be appreciated by

Yours gratefully,



YE ED.

## "ARCHITEXTS"

*No person was ever honored for what he received. Honor had been the reward for what he gave.*

—CALVIN COOLIDGE.

*The man who rolls up his sleeves seldom loses his shirt.*

—UNKNOWN.

*A brilliant mind is polished daily by the grind of hard use.*

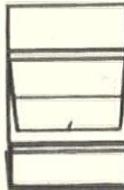
—UNKNOWN.

*Opinions cannot survive if one has no chance to fight for them.* —THOMAS MANN.

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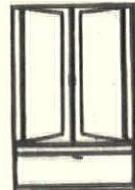
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The undersigned Board, in order to secure more favorable consideration of its oral examinations by registration boards and authorities of other states, by an action taken at its February, 1954, meeting, decided to raise substantially the oral examination requirements effective on the first Tuesday following the 15th day of November, 1954, and to that end ordered the preparation of a more extensive oral examination to be required of all applicants who file application for registration by oral examination after November 15, 1954.

The new examination procedure will not apply to anyone filing his application for registration on or before November 15, 1954.

For application blanks and instructions write:

**STATE BOARD OF REGISTRATION FOR  
ARCHITECTS AND PROFESSIONAL ENGINEERS**

**Box 184**

**Jefferson City, Missouri**

## NEWS ABOUT ARCHITECTS

Two Georgia architects have been appointed to the State Art Commission by the Governor. They are Edward A. Moulthrop and D. Collier Houston, two architect members out of a five man commission!

Clarence Kivett of Kivett and Myers, Kansas City architects, has been a member of the City Plan Commission for the past year, with more time to serve since the office is an appointive one. Arthur S. Keene also has devoted much time over the years as consultant on matters of importance such as compiling a new building code. Mr. Keene is senior member of Keene and Simpson. Past Chapter President I. L. Roark is a member of the Planning Commission of Mission, Kansas, and devotes consider-

able time to planning and other diversified action by this civic body.

This type of active interest in civic planning by members of the profession may conceivably be a belated acknowledgment of the value of the architects council and planning proclivities, and sound "know how" in getting it past the tentative plan stage.

The new officers of the St. Louis Chapter, A.I.A. recently elected are as follows: Robert Elkington, President; Paul Klingensmith, Vice-President; R. W. Bockhorst (Of Ode To A Duck Fame), Secretary; George R. Otto, Treasurer; and Rex L. Becker, Director. The St. Louis Chapter will benefit with these men; all are well known steady men, who will do the job—but good!

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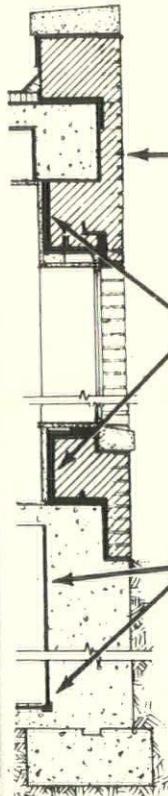


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